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December 7, 1948

THE FAMILY CABINET

The Freeze Is On

ANNOUNCER:

As a method of preserving, storing and distributing food, freezing is here to stay. Now that the war is over, homemakers are looking forward to larger quantities and more varieties of frozen foods. There was a time when this type of food was considered a luxury. Each year frozen foods find their way into new homes. To discuss some of the frozen treats commercial packers have in store for us, and to give us a few tips on buying a freezer unit, we have with us this morning,

\_\_\_\_\_ of the USDA's Production and Marketing Administration.

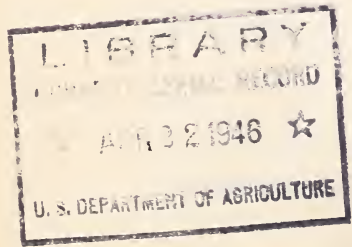
Mr. \_\_\_\_\_, does the end of the war have any effect on civilian supplies of commercially frozen foods?

PM:

It certainly does, \_\_\_\_\_. For the most part, the armed forces have now limited their demand for frozen foods to use in hospitals and separation centers. During the war the government procured for its own needs approximately one quarter of the total pack. Now that the war is over, civilians can look forward to abundant supply of frozen vegetables, especially lima beans, corn, spinach, and peas.

ANNOUNCER:

While we are on the subject of commercial packs, do you believe that home freezing will interfere with commercial freezing?





Let's put it this way. Has home canning been competing with commercial canning? The answer is no. It's just the same with home freezing. If anything, home freezing and commercial freezing will most likely supplement each other to the improvement of both.

ANNOUNCER: There are three sources of frozen foods, aren't there, Mr. \_\_\_\_\_?

PMA: That's right. The commercial packer, the community locker plant, and the home freezing cabinet.

ANNOUNCER: And I suppose each one has its advantages --

PMA: And disadvantages.

ANNOUNCER: Exactly how do you mean that?

PMA: Well, for example, the community locker plant is superior to the home cabinet when it comes to slaughtering and chilling meat, as well as for processing fruits and vegetables. Then too, freezer lockers hold large quantities of food.

ANNOUNCER: Well, if the locker is any distance from the user's home, I should think that would go on the debit side of the ledger.

PMA: You're right, \_\_\_\_\_. The home freezing cabinet, on the other hand, offers the advantage of close-at-hand convenience. The homemaker with a cabinet at hand, can always resort to her frozen foods when unexpected guests drop in.



ANNOUNCER:

When you refer to a home cabinet, exactly what do you mean?

PMA:

I could mean one of two types. Either the combination freezing-storage unit, or the storage box unit.

ANNOUNCER:

Would the storage box be a complement to a freezer locker?

PMA:

Yes. With this arrangement, a homemaker could process her food at the locker plant, and store it there until she needed it at home. Then as she needed it she could take small quantities from the plant to put in her storage box, at home.

ANNOUNCER:

If she owned a combination freezing-storage unit, she would most likely prepare all her foods at home and freeze them right in her home unit.

PMA:

That's just what she would do. And she would have a variety of fresh vegetables and fruits to serve her family for many months thereafter.

ANNOUNCER:

Speaking of frozen vegetables and fruits, do commercial packers put up more vegetables than fruits?

PMA:

To the retail shopper, it may seem that frozen vegetables outrank frozen fruits. The truth of the matter, however, is that more fruits are frozen than are vegetables.

ANNOUNCER:

Mr. \_\_\_\_\_, then why is it that retail grocers sell more frozen vegetables?





PMA: It's this way, \_\_\_\_\_. A great deal of frozen fruit is used by bakers, confectioners, preservers and ice cream manufacturers. They find that it saves labor to use these prepared products.

ANNOUNCER: Well, getting back to the home unit, if my wife and I decided to buy a cabinet, what are some of the points we should keep in mind?

PMA: First of all, \_\_\_\_\_, you and your wife should decide what kind of unit you want. Would you need a combination freezing-storage unit, or a storage box?

ANNOUNCER: Let's suppose that we find a desirable unit that measures 6 cubic feet, just how many pounds of food could we fit into it?

PMA: Such a storage box would hold from about 175 to 225 pounds of frozen vegetables, fruits and meat -- that is, if they are properly packed. This should be adequate for family use. If you ~~if~~ you wanted to store more supplies, then you would probably have to buy a larger unit.

ANNOUNCER: Well, when we finally decide to get a freezing-storage cabinet, what should we consider next?

PMA: Mechanical operations should be checked. Find out if the machine will operate quietly. Another important thing to consider is, if the power should accidentally be shut off in the summer, how long would the food remain frozen. Uniformity of temperature is another important aspect to be considered. Make sure the



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U. S. DEPARTMENT OF AGRICULTURE  
PRODUCTION AND MARKETING ADMINISTRATION  
150 Broadway, New York 7, N. Y.

December 14, 1945

THE FAMILY CANTEEN

There's Plenty of Poultry

ANNOUNCER:

"Chicken every Sunday" used to be food for wishful thinking. Now, however, the story is quite different. Chicken and turkey supplies are very plentiful--there is enough for "chicken every Sunday," and on week days, too. To bring the poultry situation up to date, we have with us this morning Mr. \_\_\_\_\_ of the USDA's Production and Marketing Administration. The abundance of turkeys and chickens comes at the right time, now that the holidays are approaching.

PMA:

Oh yes. This year, everyone should be able to enjoy holiday dinners of chicken and turkey. They should not limit themselves to festive occasions, however, for there is enough poultry available for daily menus as well.

ANNOUNCER:

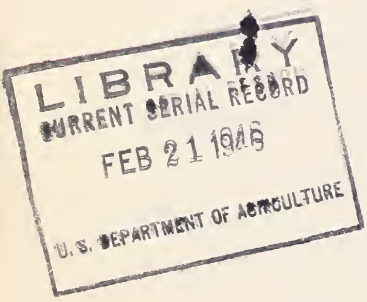
Lots of us can look back to not-too-distant days when poultry was hard to get. Just why is it that we have so much right now, Mr. \_\_\_\_\_?

PMA:

There is an all-time record production of turkeys. Total supplies are estimated to be between 650 and 675 million pounds dressed weight.

ANNOUNCER:

How much does that allow each person--on a yearly basis





ANNOUNCER: So that we had increased supplies of "red" meats, and poultry.

PMA: That's it, \_\_\_\_\_.

ANNOUNCER: Now that we have a fairly good picture of why we have plenty of turkey and chicken, just what are some of the things a housewife should watch out for, if she's looking for a good buy?

PMA: For roasting, she should select a young, well-fatted bird. Chickens and turkeys in the roasting class are generally 5 to 9 months old.

ANNOUNCER: How can she tell the bird is young?

PMA: Marks of youth are flexible cartilage at the rear end of the breastbone, tender skin, soft meat, few hairs and soft, smooth feet. Signs of high quality in a roasting bird are a well-rounded body, a well-fleshed breast, a good coating of fat under the skin and few blemishes and pinfeathers.

ANNOUNCER: And about how much should she allow per person?

PMA: About 3/4 to 1 pound, dressed weight for turkeys, and about 1 pound per person for chickens.

ANNOUNCER: By the way, what do you mean by "dressed weight"?

PMA: "Dressed weight" means that the bird has been picked but not drawn and that the head and feet have not been cut off.



ANNOUNCER: Is there any particular type of fowl that is now most abundant, Mr. \_\_\_\_\_?

PMA: At the present fryers under  $5\frac{1}{4}$  pounds head the list. They should be particularly welcome to small-sized families.

ANNOUNCER: Poultry is perishable food, isn't it, Mr. \_\_\_\_\_?

PMA: Highly perishable. Chickens and turkeys should be thoroughly washed inside and out, dried well and stored in the refrigerator until cooking time.

ANNOUNCER: It is a very versatile food product.

PMA: It certainly is. Both chicken and turkey can be served hot or cold...for luncheon or dinner, and they're handy for ice-box raids. Poultry may be fried, roasted, baked, steamed, served a' la king, in pies, croquettes and in many other delicious ways.

ANNOUNCER: And chicken and turkey soups are popular, too.

PMA: And very nourishing. In fact, poultry meat is an efficient or "complete" protein, easily digested and converted into human energy and body replacement. It may be served to all members of the family from the infant and invalid who gain strength from the turkey or chicken broth to the hardier members who enjoy roast or fried chicken.

ANNOUNCER: Both types may be preserved for later use when supplies are not too abundant.





PMA: They may, indeed. In fact, the homemaker might take advantage of the present plentiful poultry supplies by canning or freezing some of these birds right now. The giblets and stock may also be canned.

ANNOUNCER: I understand the Department of Agriculture has again put into operation a set-aside on beef.

PMA: Yes, effective December 16, Federally inspected slaughterers are required to set aside 30 per cent of good and choice steer and cow beef.

ANNOUNCER: Is that meat for military use?

PMA: That is the sole purpose of the order. Military requirements have not been satisfied in the current open market.

ANNOUNCER: Will the set-aside affect civilian meat supplies?

PMA: No. Civilian meat allocations for the first quarter of 1946 will be about the same as they were for the last quarter of this year. On an average yearly basis they will approximate 150 pounds per person. This is about 18 pounds above the first quarter of 1945. Add to that plenty of poultry, and you have good civilian meat supplies.

ANNOUNCER: From a purely personal standpoint, I'm delighted that turkey and chicken are back in abundance. They are both favorites of mine.



PM:

You are not alone, \_\_\_\_\_ Chicken and Turkey to a vast number of Americans, represent the ultimate in fine foods. Not only are they liked for their delicate flavors, but long custom has dictated that chicken and turkey dinners are gala affairs. They should not be reserved for festive occasions only. Poultry should be served in a variety of ways. Hot or cold, turkey and chicken fit into any meal from luncheon, to dinner, to midnight snacks and suppers. Yes sir, chickens and turkeys should be frequent occupants of the dinner table.

ANNOUNCER:

That's a pleasant thought. Thank you for coming over this morning, Mr. \_\_\_\_\_ of the U DA's Production and Marketing Administration.

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PMA: Well, Miss Faith Clark, of the USDA's Bureau of Human Nutrition and Home Economics, tells us that for calories, the level varied from 3 to 7 per cent above the pre-war period.

ANNOUNCER: Just how do you attribute these gains, Mr. \_\_\_\_\_?

PMA: According to Miss Clark, we made these gains, generally speaking, because we ate more meat, poultry, eggs, milk, citrus fruit and green and yellow vegetables.

ANNOUNCER: Has there been any consistent upward trend in any particular item?

PMA: Well, there has been a fairly consistent upward trend for calcium and protein because of the larger supplies of milk that have been available.

ANNOUNCER: Calcium is pretty important to our well-being.

PMA: Yes, and it's one nutrient which is likely to be short in our diets. Calcium intakes has increased so that now it is about 20 per cent above the 1935-39 level.

ANNOUNCER: Well, what about vitamins. Has there been any significant increased consumption of these?

PMA: Let's begin at the beginning of the alphabet. Levels of vitamin A and C are now about a fifth higher.

ANNOUNCER: You mean we've been eating more citrus fruits?

PMA: Not only citrus, but also tomatoes and green and yellow vegetables. We have more iron in our diet, too, since it is



PMA: one of the nutrients that is added to white bread and flour.

ANNOUNCER: Getting back to the vitamins, Mr. \_\_\_\_\_, how do we stand on the three B's?

PMA: We have increased our intake of all three--thiamine, riboflavin and niacin.

ANNOUNCER: And how do you account for that?

PMA: The B vitamin increase is due in part to the bread enrichment program and also the increased use of certain foods such as milk and meat.

ANNOUNCER: Well, it certainly looks as though our national diet is-- to put it mildly--adequate.

PMA: The facts speak for themselves. The amounts of calories, protein, minerals and vitamins available in our national food supply exceed the recommendations of the National Research Council. However, the national per capita food averages don't tell the whole story.

ANNOUNCER: What do you mean, Mr. \_\_\_\_\_?

PMA: Just this. Too little is known of the waste of food in the marketing process and later in the preparation at home. Even for the higher income families there is need for additional improvements in diets.

ANNOUNCER: Could you give me an example of what you mean?





PMA: Gladly. Last fall the Bureau of Labor Statistics made a nationwide survey of food consumption of urban families. It found that if all those families with incomes of \$4,000 or more had consumed the quantity of food suggested in moderate cost food plans, they would consume a third more milk, a tenth more fruit and vegetables and 5 per cent more eggs.

ANNOUNCER: Well, maybe they just couldn't get all the eggs they wanted.

PMA: It is true that demand exceeded supply. Per capita consumption of eggs during 1945, however, hit a record peak of 390. That's more than one egg a day per person.

ANNOUNCER: Well, what are the prospects for 1946 nutritional levels, Mr. \_\_\_\_\_

PMA: In general, civilian levels of nutrition are expected to be relatively high for the country as a whole. Per capita supplies of individual nutrients may be much the same as the highs of 1944. This forecast assumes a relatively high level of commercial food production, coupled with a substantial volume of home garden produce.

ANNOUNCER: In terms of calories, will we have as many per person per day?

PMA: The supply of food energy may average 3500 calories a day.

ANNOUNCER: That's higher than this year's, isn't it, Mr. \_\_\_\_\_?

PMA: Yes, a little higher than for this year, and about 7 or 8 per cent above pre-war levels.

ANNOUNCER: May we attribute this rise to any particular foods?



PMA: Yes. The additional calories in the average daily diet will be furnished by higher consumption of meats, fats and oils, and sugar.

ANNOUNCER: I suppose with increases in some foods, consumption will drop for others.

PMA: Yes, decrease in consumer purchasing power, will also affect our eating of certain foods. Consumption of fresh vegetables will probably fall off slightly.

ANNOUNCER: Won't that affect some of our nutritional intake.

PMA: Right. If there is a drop in fresh vegetable consumption, the daily supply of vitamin A and C will decrease somewhat. Also, as you probably know, there is a forecasted drop in milk production. It is only expected to be from 1 to 3 per cent, but even so, the drop in fluid milk from this year's record will mean a little less calcium and riboflavin in our daily diets.

ANNOUNCER: And how about consumption of the B vitamins and iron?

PMA: If the enrichment of bread and flour should continue at present levels, the supplies of the B vitamins and iron should remain high for next year.

ANNOUNCER: Well, all in all, the nutrition picture for next year looks good.

PMA: Oh, yes. In general the level of diets will remain high in 1946. The higher income families will be able to buy more of some foods. On the other hand, the diets of low income families



FMA:  
(Cont.)

might be materially affected by decreases in their purchasing power. On the average, though, the level will remain high-

ANNOUNCER:

Thank you for coming over this morning, Mr. \_\_\_\_\_.

You have just been listening to \_\_\_\_\_

of the USDA's Production and Marketing Administration.

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U.S. DEPARTMENT OF AGRICULTURE  
PRODUCTION AND MARKETING ADMINISTRATION  
160 Broadway, New York 7, N.Y.

December 28, 1945

THE FAMILY CANTEEN

New Year's Resolutions

ANNOUNCER:

As we enter the New Year, our first peacetime New Year's in four years, we are all no doubt making our resolutions. There are many things which we plan on doing in 1946. Have you been planning resolutions for your home and your family as well as for yourself? Today we have with us Mr. \_\_\_\_\_ of the USDA's Production and Marketing Administration. Mr. \_\_\_\_\_ has a few suggestions up his sleeve which he should like to pass on to you.

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PMA:

Yes, \_\_\_\_\_. New Year's resolutions are what I plan to talk on this morning. None of them may be new, but they are still good.

ANNOUNCER:

And what do you have at the head of your list, Mr. \_\_\_\_\_?

PMA:

Well, one of the most important things the housewife should resolve to do is to feed her family a balanced diet every day of 1946.

ANNOUNCER:

That sounds like the Basic 7, Mr. \_\_\_\_\_.

PMA:

That's what I have in mind. The Department of Agriculture tells us that 1946 should be a year in which our nutritional level should rise--that is, in general, for the country as a whole.





ANNOUNCER:

In terms of calories, just how many are estimated per person per day?

PMA:

At present estimates there should be about 3,500 calories per day for each person--that is, on the whole. In certain cases, however, some families caloric intake will rise above that expected in '46. On the other hand, families affected by lowered incomes might not enjoy <sup>as</sup> much energy food in the New Year.

ANNOUNCER:

Getting back to the Basic 7, Mr. \_\_\_\_\_, could you give us an idea of some of the foods that come in each group?

PMA:

Gladly. In Group One we have green and yellow vegetables. Group Two embodies oranges, tomatoes, grapefruit and cabbage. Group Three consists of potatoes, and other vegetables and fruits. Group Four takes in milk and milk products. Group Five is made up of meat, poultry, fish and eggs, with dried beans, peas, nuts and peanut butter included. Group Six consists of bread, flour and cereal, and Group Seven includes butter and fortified margarine with Vitamin A added.

ANNOUNCER:

The idea is to include at least one food from each group for each meal, isn't it, Mr. \_\_\_\_\_?

PMA:

That's right. Any food within the same group will take the place of any other. Homemakers should be guided by the Basic 7 not only in planning meals for her family at home, but also should consider it when planning picnics, or luncheon meals.

ANNOUNCER:

I should think the Basic 7 would also be a good guide for planning your 1946 home garden.



PMA: Oh, yes. And that brings up another 1948 resolution. Now is the time to begin planning your garden, if you have not already done so.

ANNOUNCER: You mean selecting seeds from your seed catalogue?

PMA: That is only part of the job. Not only should you plan what you will plant, but also how much footage you will give to each type of plant.

ANNOUNCER: I should imagine now is as good a time as any to look over garden tools.

PMA: Yes, it is, \_\_\_\_\_ . If you have not already done so, you might check your lawn mower, get it sharpened, or repaired, if it needs it. And if any of your tools need to be replaced, now would be a good time to look into the tool supply situation in your locality. If you have not yet cleaned your tools, do so now, and oil them against rust.

ANNOUNCER: All very sound advice, Mr. \_\_\_\_\_ . We hear so much about accidents around the holidays, this might be a good time to make some safety resolutions.

PMA: A very good idea. Especially since America has the second highest-accident death rate of any civilized nation in the world. Falls in the home cause about one half of all accident fatalities. Burns and poisoning cause the second and third greatest accidental death tolls.

ANNOUNCER: And many of the causes may be eliminated.



FMA:

Yes, \_\_\_\_\_ . First we should all resolve to walk - not run - up and down stairs. Second - stairways should be kept well lighted, and free of toys, boxes, mops and brooms and other objects which might trip an unsuspecting victim.

ANNOUNCER:

And attics and cellars should be cleared of old and oily rags, rubbish, paper, and paint brushes.

FMA:

They are all potential sources of spontaneous combustion-- a very common cause of fires. Chimneys and stove pipes should be inspected and cleaned. Inflammable materials should be insulated; electric extension cords and appliances should be kept in perfect condition. All dangerous drugs in your medicine chest should be clearly marked for adults and kept out of reach of small children.

ANNOUNCER:

Accidents are so costly, and in many instances avoidable. "Safety first" should be one of our foremost resolutions. Going from safety to conservation, that is another resolution that we might give thought to.

FMA:

I am in full accord with it, \_\_\_\_\_. Especially when it comes to short sugar supplies, which according to present estimates, will be short of demand during 1948. Corn sirup may replace up to 1/3 of its equivalent in sugar. Honey may replace up to 1/2. In baking, molasses, cane, maple and sorghum sirups may also be used as substitutes for our precious sugar ration.



ANNOUNCER:

Yes, they are good sugar stretchers. While we are on the subject of conservation, are there any other conservation programs we should continue?

PMA:

Fat Salvage is of vital importance. Housewives the land over should continue to save all their used kitchen fats. Though we may look forward to somewhat increased edible fat supplies, we are still critically short of industrial fats and oils. Bigger and better Fat Salvage will help to increase the supply. By turning in used kitchen fat as soon as you have a pound, you will be helping your country and yourself. Your butcher or grocer will reward you with four cents a pound as before.

ANNOUNCER:

Now we are entering our first peacetime year in four years, on the whole it looks as though it is going to be a good one.

PMA:

Yes, it certainly should be. Especially if we all live up to our 1946 resolutions. Feed the family wholesome balanced diets everyday of the year. Plan your home garden now, and don't forget to look over your garden tools. Safety first is always a good slogan to remember, but it is even better if you make your home and surroundings as accident free as possible. Conservation of short supplies and continued fat salvage are two other resolutions that you should keep right through 1946. If we pull together during peace as we did in war, we should be able to enjoy a very happy new year.





ANNOUNCER:

Thank you for coming over this morning, Mr. \_\_\_\_\_  
of the USDA's Production and Marketing Administration.

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